



ENERGY STAR® FOR WINDOWS, DOORS, AND SKYLIGHTS

DISPLAY UNIT LABELING GUIDELINES FOR MANUFACTURERS AND RETAILERS

ADDENDUM: Guidelines for Sunrooms and Related Products

Sunrooms are not currently eligible for ENERGY STAR but manufacturer and retail partners may highlight the use of ENERGY STAR qualified windows, doors, and skylights incorporated into sunroom products, provided the following guidelines are observed.

1. Do not use the ENERGY STAR Window, Door, and Skylight Display Unit Labels on display units for sunrooms. Sunroom display units are not considered window, door, or skylight display units and use of the Display Unit Label would give the impression that a sunroom is ENERGY STAR qualified.
2. If partner wishes to use an ENERGY STAR label on qualified windows, doors, or skylights incorporated into a sunroom display unit, the partner may do the following:
 - A. Create a custom label that includes the following three elements:
 1. "Ask About ENERGY STAR" linkage phrase mark.
 2. Clarifying text: "[Brand X] sunrooms are constructed with [Brand Y] windows which meet or exceed ENERGY STAR criteria in ["All 50 states" or "Highlighted Region"] when specified with [e.g., optional argon gas]." This exact wording need not be used, though the meaning must be maintained.
 3. Map illustrating where the product qualifies. (If "All 50 states" is applicable and utilized a map is not required).
 - B. Position the three elements (mark, clarifying text, and map) in close proximity to one another. Other elements may be included in the label at partner's discretion.
 - C. Follow guidelines for label size, color, and other graphic design parameters as outlined in the *ENERGY STAR for Windows, Doors, and Skylights Label and Promotional Map Use Guidelines* and *ENERGY STAR Identity Guidelines*, including:
 1. Label Size:
 - a. Label must be at least 3" wide and 2" high.
 - b. Map must be reproduced at minimum size of width = 1.625", height = 1.031" (52:33 width to height ratio).
 - c. "Ask About ENERGY STAR" mark must be reproduced at minimum size of width = 0.375" (proportion maintained).

2. Label Color:

- a. The label may be reproduced in color or grayscale.
- b. Map must be reproduced using the following color/grayscale values:
 1. Process color
 - a. Red = 15C 100M 100Y
 - b. Yellow = 10 M 100Y
 - c. Cyan = 100C
 - d. Orange = 10C 40M 100Y
 - e. Black = 100K
 2. Two color
 - a. Black = 100K
 - b. Cyan = 100C
 3. Grayscale
 - a. Black = 100K
 - b. Dark Gray = 80K
 - c. Medium Gray = 50K
 - d. Light Gray = 25K
 4. Patterns
 - a. Maps employing patterns must adhere to diagonal and dot patterns used in the ENERGY STAR map graphics templates.
- c. "Ask About ENERGY STAR" mark must be cyan or black.

D. The custom label may be used one or more times on the sunroom display unit (i.e., glass surface) or dedicated point-of-purchase material.

E. Before printing labels and labeling sunroom display units, send proposed custom design label to ENERGY STAR for review and approval at:

Email: windows@energystar.gov

Mailing Address:
ENERGY STAR for Windows, Doors, and Skylights
c/o D&R International
1300 Spring Street, Suite 500
Silver Spring, MD 20910

Resources

The "Ask About ENERGY STAR" linkage phrase mark and *ENERGY STAR Identity Guidelines* are available on the ENERGY STAR Web site at: <http://www.energystar.gov/linkage>.

The *ENERGY STAR for Windows, Doors, and Skylights Label and Promotional Map Use Guidelines* are available on the ENERGY STAR Web site at: <http://www.energystar.gov/windows> (select Partner Resources from the right navigational bar).

To request map graphics templates email windows@energystar.gov.